

## CHAPTER I

### INTRODUCTION

#### 1.1 Background

Movie is a cinematic creation that narrates a story or concept through a sequence of moving images, portraying events in a visual format. The term “movie,” derived from “moving picture,” emerged in the late 19<sup>th</sup> century with the advent of film technology and has since evolved from silent films to complex productions incorporating dialogue, music, and advanced visual effects.

According to film theorist André Bazin (1967), cinema is a unique medium that captures reality with an unparalleled sense of authenticity, blending artistic expression with technological innovation. Similarly, David Bordwell (1985), a prominent film scholar, emphasizes that movies function as a structured narrative form, engaging audiences through cognitive and emotional involvement.

Cruella (2021), directed by Craig Gillespie, is a crime-comedy film that explores the origin story of Cruella de Vil, the iconic villain from 101 Dalmatians. Set in 1970s London amidst the punk-rock movement, the film follows Estella (Emma Stone), a brilliant and creative young woman with a flair for fashion design, haunted by the tragic loss of her mother in childhood. Determined to make a name for herself in the cutthroat world of fashion, Estella scrapes by as a small-time con artist alongside her loyal friends, Jasper (Joel Fry) and Horace (Paul Walter Hauser), who form her makeshift family.

According to Abraham Maslow’s theory, human needs were arranged in a hierarchy, with physiological (survival) needs at the bottom, and the more creative and intellectually oriented ‘self-actualization’ needs at the top. Maslow argued that

survival needs must be satisfied before the individual can satisfy the higher needs. The higher up the hierarchy, the more difficult it is to satisfy the needs associated with that stage, because of the interpersonal and environmental barriers that inevitably frustrate. Higher needs become increasingly psychological and long-term rather than physiological and short-term, as in the lower survival-related needs.

Cruella offers a compelling subject for analysis due to the film's narrative, rich with themes of survival, betrayal, and creative expression, provides a compelling framework to analyze how unmet or fulfilled needs shape the protagonist's identity and choices, reflecting broaderogical underpinnings of Estella's evolution into Cruella. By applying Abraham Maslow's Hierarchy of Needs Theory, which organizes human motivation into five tiers—physiological, safety, love and belonging, esteem, and self-actualization—this study aims to dissect the psychological underpinnings of Estella's evolution into Cruella.

This research uses a qualitative method for the movie Cruella. Qualitative methods, such as textual or narrative analysis, allow for detailed examination of scenes, dialogue, and visual cues to identify patterns of behavior and psychological drivers without relying on numerical data. This method is ideal for capturing the subjective, nuanced nature of Estella's journey, allowing for a rich understanding of how her unmet or fulfilled needs shape her development into Cruella as depicted in the film's complex narrative and character arcs.

## 1.2 Limitation of the Problem

The research focuses on analyzes the main character, Cruella, with the objective of achieving her five hierarchies of needs in Cruella. Using Abraham

Maslow's theory as a framework, this research examines how the main character fulfills her hierarchy of needs through narrative and character dynamics.

### **1.3 Research Questions**

1. What are Cruella's needs in reaching her goal that depicted in Cruella movie?
2. How the motivation reveals Cruella in Cruella movie?

### **1.4 Objectives of the Research**

1. To review Cruella's needs in reaching her goal that depicted in Cruella movie.
2. To reveals the motivation of Cruella in Cruella movie.

